

Minutes Mayor's Youth Advisory Commission C.I.T.Y. Project Subcommittee August 4, 2014

Minutes of the Mayor's Youth Advisory Commission C.I.T.Y Project Subcommittee held on August 4, 2014, 4:00 p.m., at the Westside Multigenerational Center, 715 W. 5th St, Tempe, AZ 85281.

MEMBERS Present: Dominic Bonelli, Tiffanie Cappello Lee, Jason George.

MEMBERS Absent: Chris Moffitt, Franklin Zyriek.

City Staff Present: Lily Villa.

Guests Present: None.

Agenda Item 1 – Call Meeting To Order/Introductions

Dominic Bonelli, Mayor's Youth Advisory Commission C.I.T.Y. Project Subcommittee Chair called the meeting to order at 4:01 p.m.

Agenda Item 2 – Consideration of the Meeting Minutes: June 23, 2014

Dominic read the minutes from June 23, 2014 to check for any grammatical mistakes.

Motion: Tiffanie Cappello Lee motioned to approve the minutes.

Second: Jason George seconded the motion.

Decision: Minutes were approved.

Agenda Item 3 - Announcements

- 1) Dominic informed the group that he met with a graphic designer named Zane Berry regarding our logo design and Zane indicated that he was interested in helping to design the logo for the C.I.T.Y. project.
- 2) Jason plans to meet with Mr. McDonald at Marcos de Niza to inform him of the C.I.T.Y. project. Jason also mentioned that he has been communicating with other youth leaders via Youthscape on Facebook and he suggests we propose connecting with the Youthscape community through the MYAC Facebook page. The subcommittee will bring up this matter at a future MYAC meeting.

Agenda Item 4 – C.I.T.Y. Webpage Design Planning

- 1) Dominic led the group to discuss the preferences for the C.I.T.Y. webpage design. The following guidelines were determined:
 1. The webpage should have professional pictures.
 2. The webpage should be "verified" the way pages are verified on Twitter.
 3. It should give information about the Facebook page.
 4. We should release information about the webpage via promotional information at the schools.
 5. We will utilize City of Tempe media professionals to help design and photograph the C.I.T.Y. project.

Agenda Item 5 – Social Media Use Strategies

- 1) Tiffanie Cappello Lee suggested that MYAC and subcommittee members utilize school webpages such as Naviance to promote the C.I.T.Y. Facebook page.
- 2) Jason suggested that MYAC utilize club rush to promote the C.I.T.Y. Facebook page.

Agenda Item 6 – Further C.I.T.Y. Project Planning

- 1) Tiffanie led the group in a C.I.T.Y. logo brainstorming session. The following criteria for the C.I.T.Y. logo were determined:
 - The logo should be neat, concise, and memorable.
 - Dominic suggested word-art possibilities that he discussed with Zane Berry.
- 2) The following concepts were considered for the actual logo design:
 - Cooperation, intrigue, tools, buildings, doves for peace, peace symbols, circles, chain of circles.
 - The logo should have warm colors such as yellow and orange.
 - The logo should suggest welcoming, completeness, and harmony.

Agenda Item 7 – Future Agenda Items

- Logo design
- Information Materials for C.I.T.Y. project promotion

The Subcommittee's next meeting will be **August 18, 2014**.

Meeting adjourned at 5:07 p.m.

Prepared by: Lily Villa

Reviewed by: Kim Bauman

Dominic Bonelli, Chair
Mayor's Youth Advisory Commission C.I.T.Y. Project Subcommittee